

MODELS OF IMPACT CANVAS, ROBUST VERSION

IMPACT MODEL(S)

What kind of impact do you want to make with this product/service/initiative/program?  
How do you measure your impact?

GOAL STATEMENT:

Write an inspiring, quantifiable, goal statement that captures your long term vision. What will the world look like in 10 years, thanks to this idea? Use the following prompts to further explore this.

Question: What is your organization improving or reducing?

Response: The problem we want to address is \_\_\_\_\_.

Question: Who is most impacted by your work?

Response: Our organization will strive to serve \_\_\_\_\_.

Question: How can your organization measure its impact?

Response: We'll keep track of our progress by measuring \_\_\_\_\_.

NEWSPAPER HEADLINE FROM THE FUTURE:

Imagine it is 10 years in the future, and the idea you generated today is featured on the front page of a newspaper. What does the headline say?

PRODUCTS/SERVICES

What are you creating? How do you ensure your product/service/initiative/program works well, and creates the impact you are hoping to achieve?

VISUAL SUPPLEMENT:

Create a visual representation of your idea by drawing a quick sketch, mocking up a prototype, or any other visual approach you prefer!

VALUE PROPOSITION

What makes this product/service/initiative/program unique? What other complementary or competing products/services/initiatives exist, and why are you better?

COMPETITIVE ANALYSIS:

Take some time to research 5-10 key players that are also operating in your space, or providing complementary. For each of these competitors, describe your key differentiator.

Competitor 01: Differentiation:

Competitor 02: Differentiation:

Competitor 03: Differentiation:

Competitor 04: Differentiation:

Competitor 05: Differentiation:

Competitor 06: Differentiation:

TALENT/OPERATIONS

What kind of talent and resources will you need to realize this impact? How will you find the talent and resources you need?

ORGANIZATION CHART:

Draw your org chart below!

CUSTOMERS/PARTNERS

Who will you work with to create this impact? Who won't you work with? Who are your clients, funders, and networks?

CUSTOMER PROFILES:

Use the following template to create a customer profile. Make as many as you need!

Customer Name:

Location:

Age:

Occupation:

What need do you fill for them?

How do they find out about you?

Do they create IMPACT, REVENUE, or BOTH for you?  
Circle one, and describe:

REVENUE MODEL(S)

How does your product/service/initiative/program fund itself? How can you incorporate multiple revenue streams?